combining said demographic information with said remote site destination address to form a demographic hyperlink transfer request; and

passing said demographic hyperlink transfer request to said end-user computer[; and] to allow said end-user computer to redirect [redirecting] said demographic hyperlink transfer request [from said end-user computer] to the remote computer specified by said remote site destination address.

2. (Unchanged) The method of claim 1 wherein said accessing step includes the step of accessing said remote site information repository to identify a remote site encryption key.

3. (Amended) The method of claim 2 further comprising the step of encrypting, after said associating step, said demographic information with said remote site encryption key to form an [encoded] encrypted demographic signal.

4. (Amended) The method of claim 3 wherein said combining step includes the step of combining said [encoded] encrypted demographic signal with said remote site destination address to form said demographic hyperlink transfer request.

5. (Amended) The method of claim 4 further comprising the step of decrypting, at said remote computer, said [encoded] encrypted demographic signal with said remote site encryption key to obtain said demographic information.

6. (Unchanged) The method of claim 5 further comprising the steps of:
creating a demographic-tailored reply to said hyperlink transfer request based upon said demographic information; and
passing said demographic-tailored reply to said computer user at said end-user computer.

7. (Amended) A method of passing demographic information between computers, said method comprising the steps of:

connecting an end-user computer to an entry site computer with an authentication operation identifying the computer operator on said end-user computer;

generating, at said end-user computer, a hyperlink transfer request to a remote site computer;

accessing, at said entry site computer, in response to said hyperlink transfer request, a remote site information repository to identify a remote site destination address and a remote site encryption key;

associating, at said entry site computer, demographic information characterizing said computer operator;

encrypting said demographic information with said remote site encryption key to form an [encoded] <u>encrypted</u> demographic signal segment;

combining said [encoded] <u>encrypted</u> demographic signal segment with said remote site destination address to form an [encoded] <u>encrypted</u> demographic hyperlink transfer request;

delivering said [encoded] <u>encrypted</u> demographic hyperlink transfer request to said end-user computer; and

redirecting said [encoded] <u>encrypted</u> demographic hyperlink transfer request to the remote computer specified by said remote site destination address.

8.   (Amended)   The method of claim 7 further comprising the step of decrypting, at said remote site computer, said [encoded] <u>encrypted</u> demographic signal segment with said remote site encryption key to obtain said demographic information.

9.   (Unchanged)   The method of claim 8 further comprising the steps of:

creating a demographic-tailored reply to said hyperlink transfer request based upon said demographic information; and

passing said demographic-tailored reply to said end-user computer.

10.   (Unchanged)   The method of claim 8 further comprising, prior to said connecting step, the step of registering said computer operator at said entry site computer, said registering step

including the step of said computer operator providing said demographic information to said entry site computer.

11.   (Amended)   A method of passing demographic information between computers, said method comprising the steps of:

associating a computer operator [at] from an end-user computer with demographic information;

preparing a [reply page] data file with a [hyperlink hot spot] selectable computer transfer instruction embedded therein;

combining said demographic information with a remote site destination address for said [hyperlink hot spot] selectable computer transfer instruction to form a hyperlink transfer request associated with said [hyperlink hot spot] selectable computer transfer instruction; and

passing said [reply page] data file to said end-user computer [; and] to allow said end-user computer to select [selecting] said [hyperlink hot spot] selectable computer transfer instruction on said [reply page] data file such that said hyperlink transfer request is passed to the remote computer specified by said remote site destination address.

12.   (Amended)   The method of claim 11 wherein said combining step includes the step of [encoding] encrypting said demographic information.

13.   (Amended)   The method of claim 12 further comprising the step of [decoding] decrypting said demographic information at said remote computer.

14.   (Unchanged/Allowed)   A method executed by a computer under the control of a program, said computer including a memory for storing said program, said method comprising the steps of:

storing in said computer a list of remote site destination addresses;

receiving in said computer demographic information corresponding to a computer operator;

matching, in response to a hyperlink transfer request generated by said computer operator, a transfer address with an address in said list of remote site destination addresses to form a remote site destination address;

combining said demographic information with said remote site destination address to form a demographic hyperlink transfer request; and

passing said demographic hyperlink transfer request to said computer operator at an end-user computer, such that said end-user computer accesses the remote computer specified by said remote site destination address.

15.   (Unchanged/Allowed)   The method of claim 14 further comprising the step of storing in said computer a list of remote site encryption keys corresponding to said remote site destination addresses.

16.   (Amended)   The method of claim 15 further comprising the step of encrypting, after said matching step, said demographic information with a selected remote site encryption key to form an [encoded] encrypted demographic signal.

17.   (Amended)   The method of claim 16 further comprising the step of combining said [encoded] encrypted demographic signal segment with said remote site destination address to form said demographic hyperlink transfer request.

18.   (Amended)   A computer readable memory [that can be used] to direct a computer to function in a specified manner, comprising:

a list of remote site destination addresses stored in said memory;

demographic information on a computer operator stored in said memory; and

executable instructions stored in said memory, said executable instructions including:

(1) instructions to match a transfer address from a hyperlink transfer address with a selected remote site destination address in said list of remote site destination addresses;

(2) instructions to combine said demographic information with said selected remote site destination address to form a demographic hyperlink transfer request; and

(3) instructions to pass said demographic hyperlink transfer request to said computer operator at an end-user computer, so that said end-user computer can access the remote computer specified by said remote site destination address.

19.   (Unchanged)   The computer readable memory of claim 18 further including a list, stored in said memory, of remote site encryption keys corresponding to said remote site destination addresses.

20.   (Amended)   The computer readable memory of claim 19 further including instructions to encrypt, after step (1), said demographic information with a selected remote site encryption key to form an [encoded] encrypted demographic signal.

21.   (Amended)   The computer readable memory of claim 20 further including instructions to combine said [encoded] encrypted demographic signal segment with said remote site destination address to form said demographic hyperlink transfer request.

REMARKS

The Allowed Claims

Claims 1-2 and 14-15 are allowed over the prior art of record. Independent claim 1 is slightly amended such that all of the recited processing steps are executed on the same server computer. In other words, claim 1 is now similar in form to allowed claim 14, which is unamended. Claims 2 and 15 are unamended. Thus, claims 1-2 and 14-15 should be in a condition for allowance.

The 35 U.S.C. § 112 Rejections

Claims 3-13 and 16-21 are rejected under 35 U.S.C. § 112, second paragraph, for failing to particularly define and distinctly claim the invention. The examiner objects to the terms